

WHITE-LEAD -Lasts!



HIGH LEAD CONTENT PAINT

INCREASE the white-lead content of your paints and you increase their lasting properties. For "white-lead" and "long life" are synonymous terms. Also, the more white-lead the better the paint in ease of spread and coverage.

The white-lead pigments of National Lead Company are the choice of leading manufacturers because the quality and uniformity of these pigments never vary from the highest standards. In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
111 Broadway, New York, 116 Oak St., Buffalo, 900 West
Hawthorne, Chicago, 409 Lawrence Avenue, Cincinnati, 3212
West Washington, Cleveland, 722 Chestnut Street, St. Louis, 2240
South Broadway, Baltimore, 1000 North Broadway, Boston, 200
Park, Boston, National Lead & Oil Co. of Pa., 200 Park Avenue,
Philadelphia, 1000 Locust & 8th St., Kansas City, 7000 Olive

DRY WHITE-LEAD
(Check for Calcium)

H.T.S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

American Paint Journal, October 1936
Editorial

WHITE-LEAD -Lasts!



HIGH LEAD CONTENT PAINT

The surest way to maintain the demand for your paints is to make them enduring.

The more white-lead you use the better the paint...not only in lasting qualities but ease of spread and in coverage.

Throughout the paint industry National Lead Company white-lead pigments are favorably known for their high quality and uniformity.

In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
111 Broadway, New York, 116 Oak St., Buffalo, 900
West Hawthorne, Chicago, 409 Lawrence Ave., Cincinnati,
3212 West Washington, Cleveland, 722 Chestnut St., St.
Louis, 2240 South Broadway, Baltimore, 1000 North
Broadway, Boston, 200 Park, Boston, National Lead &
Oil Co. of Pa., 200 Park Avenue, Philadelphia, 1000
Locust & 8th St., Kansas City, 7000 Olive

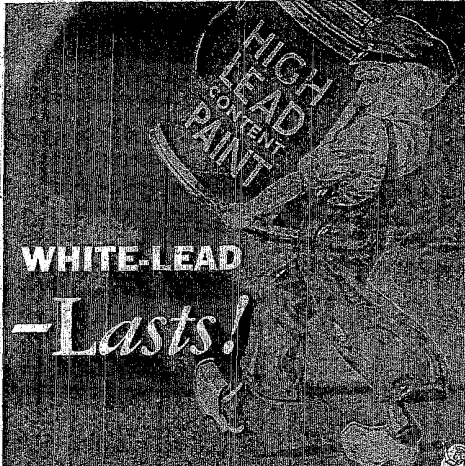
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**BASIC LEAD
SULPHATE**

American Paint Journal, November 1936
Editorial

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HIGH LEAD CONTENT PAINT

PAINTS that are high in white-lead content are paints that prove high in consumer satisfaction. For the more white-lead you use, the better the paint in durability, in ease of spread, and in coverage.

When you buy your white-lead pigments, obtain them from National Lead Company.

The high quality and uniformity of our products are a tradition in the paint industry.

In addition to the white-lead pigments listed below we are also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

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Hawthorne, Chicago, 409 Lawrence Ave., Cincinnati, 3212
West Washington, Cleveland, 722 Chestnut St., St. Louis, 2240
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American Paint Journal, November 1936
Editorial

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HIGH LEAD CONTENT PAINT

There is no doubt that the better the paint, the more the demand for it. This is an axiom of the paint trade and public alike without question. So when you step up the white-lead content of your paints you not only step up their durability but their sales appeal as well.

For years the white-lead pigments of National Lead Company have been the standard of comparison. They are known and preferred throughout the paint industry for their high quality and uniformity.

In addition to the white-lead pigments listed at the right, National Lead Company also supplies lead oxides—red-lead, litharge and orange mineral.

NATIONAL LEAD COMPANY
111 Broadway, New York, 116 Oak St., Buffalo, 900
West Hawthorne, Chicago, 409 Lawrence Ave., Cincinnati,
3212 West Washington, Cleveland, 722 Chestnut St., St.
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(Check for Calcium)

H.T.S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

American Paint Journal, November 1936
Editorial

WHITE-LEAD FLASK

NATIONAL LEAD COMPANY

BASIC LEAD

Amesbury Post Journal Convention Daily
Saturday Nov. 21, 1936

0000-NLI-000014426

WHITE-LEAD -Lasts!

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Also—the more white-lead the better the paint in ease of spread and coverage.

The white-lead pigments of National Lead Company are the choice of leading manufacturers because the quality and uniformity of these pigments never vary from the highest standards. In addition to the white-lead pigments listed below, National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge, and orange mineral.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 West 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 1213 West Third Street, Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 200 Albany Street, Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Phila.

DRY WHITE-LEAD
(Dutch or Carter process)

H.T.S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

November 22, 1936

Conventional Line - Oil, Paint & Other Products

November 20, 1937

Conventional Line - Oil, Paint & Other Products

N 28112.01

0000-NLI-000014427

cost records was emphasized. George, business is to have an e-
Lesson in arithmetic. Cost all
must be understood and proper
planned a starting but not value
vance in cost-accounting techni-
Although the law is silent on d
discounts for wholesalers and
retailers, Mr. George thought the
might be justified if they were
on actual differences in service
ded by buyers and not as gut
roms. He said that there are
sons, however, why a re-
tomer might decide to put a
basis on a strictly quantity-d-
He pointed also to the neces-
getting a good basis for such
to customers, citing particu-



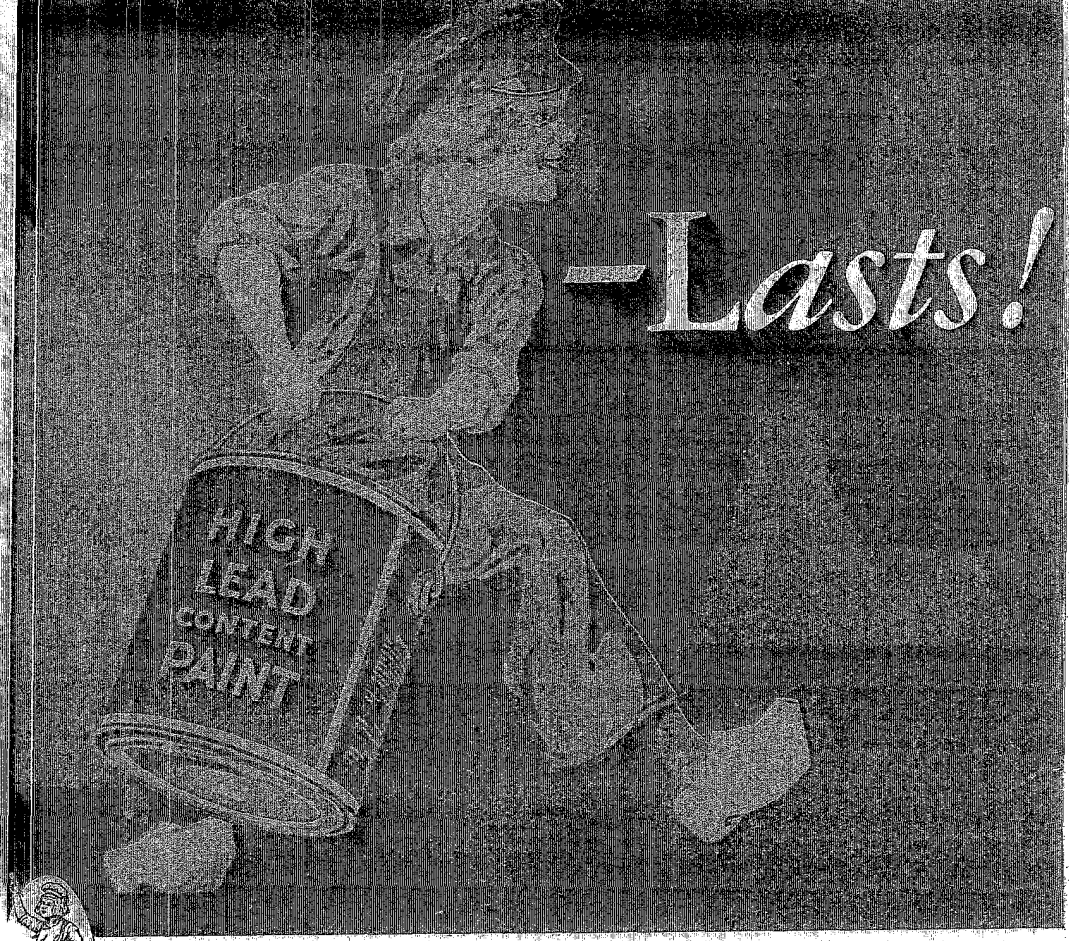
border of truth
We are transferring the burden of proof
from the commission (but not in mind or
criminal proceedings to the courts, per-
haps, although we cannot specifically say)
to the persons discriminating because
they alone are in possession of the inces-
any record upon which to discriminate
of discrimination may be required by a
fact case created by the proven existence
to meet competition, although it cannot
for that reason go below it.
In order to compromise our own internal
quantities and so enable us to pass any
act, inside the law, the Dorian-Van Noy
porate another law, the Congress, barely inco-
as all, we, the Congress, barely inco-
nately different definitions of discrimi-
nates its exorbitant and ultimate expe-
tion of this commission to congressional
one with the inside-the-law, the Van-
of fine and imprisonment.
harmony, we provide criminal penalties
and have on others to make their own

fact. This last value measure proved
too big a loophole for the commission and
the courts to guard, so we are therefore
eliminating it. We are retaining, however,
the standard of differences in cost, and in
doing so are permitting manufacturing
costs to be taken into account, as well as
those of selling and transportation.
In spite of these two restrictions we, the
Congress, fear that a few buyers may take
such large quantities the premium they
each will be so heavy as to make half
of discrimination may be required by a
fact case created by the proven existence
to meet competition, although it cannot
for that reason go below it.
In order to compromise our own internal
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DRY WHITE-LEAD
(Dutcher-Carter process)

H.T.S.
(High Tinting Strength)
WHITE-LEAD

**BASIC LEAD
SULPHATE**

Journal published at St. 1921

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